THE CLAIMS

- 1. A method of providing release of cholecystokinin in a subject, comprising administering to the subject an effective amount of a luminal cholecystokinin releasing factor polypeptide comprising
 - i) a lysine residue;
- ii) an oligomeric moiety attached to the N-terminus of the luminal cholecystokinin releasing factor polypeptide; and
- iii) an oligomeric moiety attached to the lysine residue, whereby upon administration to the subject, said compound integrates into a cell membrane of the gut epithelium of the subject wherein the luminal cholecystokinin releasing factor polypeptide binds with a target receptor on the surface of an epithelial cell, thereby providing release of cholecystokinin.
- 2. The method of claim 1, wherein the oligomeric moiety attached to the N-terminus of the luminal cholecystokinin releasing factor peptide is a branched oligomeric moiety.
- 3. The method of claim 2, wherein the branched oligomeric moiety has the following formula:

where n is from 3 to 230 and m is from 0 to 20.

4. The method of claim 2, wherein the branched oligomeric moiety has the following formula:

$$Me(OCH_2CH_2)_nXCH_2(CH_2)_mCHCHNH$$
 $Me(OCH_2CH_2)_nX$

where n is from 3 to 230 and m is from 0 to 20 and X is selected from the group consisting of N, O or S.

- 5. The method of claim 2, wherein the branched oligomeric moiety has a total average molecular weight of 4,000 to 10,000 Daltons.
- 6. The method of claim 1, wherein the oligomeric moiety is attached to the N-terminus using a hydrolyzable linker.
- 7. The method of claim 2, wherein the branched oligomeric moiety is attached to the N-terminus using a non-hydrolyzable linker.
- 8. The method of claim 1, wherein the oligomeric moiety attached to the N-terminus of the luminal cholecystokinin releasing factor polypeptide has a total average molecular weight of 4,000 to 10,000 Daltons.
- 9. The method of claim 1, wherein the oligomeric moiety is attached to the lysine residue using a hydrolyzable bond.
- 10. The method of claim 1, wherein the oligomeric moiety attached to the lysine residue is a linear oligomeric moiety.
- 11. The method of claim 10, wherein the linear oligomeric moiety is attached to the lysine residue using a hydrolyzable bond.
- 12. The method of claim 1, further comprising a lysine residue at the C-terminus of the luminal cholecystokinin releasing factor polypeptide.
- 13. The method of claim 12, further comprising a linear oligomeric moiety attached to the lysine residue at the C-terminus of the luminal cholecystokinin releasing factor polypeptide.
- 14. A method of treating obesity in a subject comprising administering to the subject an effective amount of a luminal cholecystokinin releasing factor polypeptide comprising
 - i) a lysine residue;

- ii) an oligomeric moiety attached to the N-terminus of the luminal cholecystokinin releasing factor polypeptide; and
 - iii) an oligomeric moiety attached to the lysine residue.
- 15. The method of claim 14, wherein the oligomeric moiety attached to the N-terminus of the luminal cholecystokinin releasing factor peptide is a branched oligomeric moiety.
- 16. The method of claim 15, wherein the branched oligomeric moiety has the following formula:

$$\begin{array}{c|c} \text{Me}(\text{OCH}_2\text{CH}_2)_{\text{n}}\text{OCH}_2(\text{CH}_2)_{\text{m}}\text{CHCHNH} \\ \hline \\ \text{Me}(\text{OCH}_2\text{CH}_2)_{\text{n}}\text{O} \end{array}$$

where n is from 3 to 230 and m is from 0 to 20.

17. The method of claim 15, wherein the branched oligomeric moiety has the following formula:

$$\begin{array}{c|c} \text{Me}(\text{OCH}_2\text{CH}_2)_n\text{XCH}_2(\text{CH}_2)_m\text{CHCHNH} \\ \\ \\ \\ \text{Me}(\text{OCH}_2\text{CH}_2)_n\text{X} \end{array}$$

where n is from 3 to 230 and m is from 0 to 20 and X is selected from the group consisting of N, O or S.

- 18. The method of claim 15, wherein the branched oligomeric moiety has a total average molecular weight of 4,000 to 10,000 Daltons.
- 19. The method of claim 14, wherein the oligomeric moiety is attached to the N-terminus using a hydrolyzable linker.
- 20. The method of claim 15, wherein the branched oligomeric moiety is attached to the N-terminus using a non-hydrolyzable linker.

- 21. The method of claim 14, wherein the oligomeric moiety attached to the N-terminus of the luminal cholecystokinin releasing factor polypeptide has a total average molecular weight of 4,000 to 10,000 Daltons.
- 22. The method of claim 14, wherein the oligomeric moiety is attached to the lysine residue using a hydrolyzable bond.
- 23. The method of claim 14, wherein the oligomeric moiety attached to the lysine residue is a linear oligomeric moiety.
- 24. The method of claim 23, wherein the linear oligomeric moiety is attached to the lysine residue using a hydrolyzable bond.
- 25. The method of claim 14, further comprising a lysine residue at the C-terminus of the luminal cholecystokinin releasing factor polypeptide.
- 26. The method of claim 25, further comprising a linear oligomeric moiety attached to the lysine residue at the C-terminus of the luminal cholecystokinin releasing factor polypeptide.
- 27. A method of providing release of cholecystokinin in a subject, comprising administering to the subject an effective amount of a luminal cholecystokinin releasing factor polypeptide comprising
 - i) a first lysine residue;
- ii) a second lysine residue at the C-terminus of the luminal cholecystokinin releasing factor polypeptide;
- iii) a branched oligomeric moiety attached to the N-terminus of the luminal cholecystokinin releasing factor polypeptide using a non-hydrolyzable linker;
- iv) a linear oligomeric moiety attached to the first lysine residue of the luminal cholecystokinin releasing factor polypeptide using a hydrolyzable bond; and
- v) a linear oligomeric moiety attached to the second lysine residue at the C-terminus of the luminal cholecystokinin releasing factor polypeptide, whereby, upon administration to the subject, said compound integrates into a cell membrane of the gut epithelium of the subject wherein the luminal cholecystokinin releasing factor

polypeptide binds with a target receptor on the epithelial cell surface, thereby providing release of cholecystokinin.

28. The method of claim 27, wherein the branched oligomeric moiety has the following formula:

$$\begin{array}{c|c} \text{Me}(\text{OCH}_2\text{CH}_2)_{\text{n}}\text{OCH}_2(\text{CH}_2)_{\text{m}}\text{CHCHNH} \\ \hline \\ \text{Me}(\text{OCH}_2\text{CH}_2)_{\text{n}}\text{O} \end{array}$$

where n is from 3 to 230 and m is from 0 to 20.

29. The method of claim 27, wherein the branched oligomeric moiety has the following formula:

$$Me(OCH_2CH_2)_nXCH_2(CH_2)_mCHCHNH$$
 $Me(OCH_2CH_2)_nX$

where n is from 3 to 230 and m is from 0 to 20 and X is selected from the group consisting of N, O or S.

- 30. The method of claim 27, wherein the branched oligomeric moiety has a total average molecular weight of 4,000 to 10,000 Daltons.
- 31. A method of treating obesity in a subject, comprising administering to the subject an effective amount of a luminal cholecystokinin releasing factor polypeptide comprising
 - i) a first lysine residue;
- ii) a second lysine residue at the C-terminus of the luminal cholecystokinin releasing factor polypeptide;
- iii) a branched oligomeric moiety attached to the N-terminus of the luminal cholecystokinin releasing factor polypeptide using a non-hydrolyzable linker;
- iv) a linear oligomeric moiety attached to the first lysine residue of the luminal cholecystokinin releasing factor polypeptide using a hydrolyzable bond; and
- v) a linear oligomeric moiety attached to the second lysine residue at the C-terminus of the luminal cholecystokinin releasing factor polypeptide.

32. The method of claim 31, wherein the branched oligomeric moiety has the following formula:

$$\begin{array}{c|c} \text{Me}(\text{OCH}_2\text{CH}_2)_{\text{n}}\text{OCH}_2(\text{CH}_2)_{\text{m}}\text{CHCHNH} \\ \\ \\ \text{Me}(\text{OCH}_2\text{CH}_2)_{\text{n}}\text{O} \end{array}$$

where n is from 3 to 230 and m is from 0 to 20.

33. The method of claim 31, wherein the branched oligomeric moiety has the following formula:

$$Me(OCH_2CH_2)_nXCH_2(CH_2)_mCHCHNH$$

$$Me(OCH_2CH_2)_nX$$

where n is from 3 to 230 and m is from 0 to 20 and X is selected from the group consisting of N, O or S.

- 34. The method of claim 31, wherein the branched oligomeric moiety has a total average molecular weight of 4,000 to 10,000 Daltons.
- 35. A method of treating obesity in a subject comprising administering to the subject an effective amount of a compound selected from the group consisting of:
 - a) A compound of the formula:

where n is from 3 to 230 and m is from 0 to 20;

b) A compound of the formula:

where n is from 3 to 230 and m is from 0 to 20 and X is selected from the group consisting of N, O or S;

c) A compound of the formula:

where n is from 3 to 230 and m is from 0 to 20; and

d) A compound of the formula:

where n is from 3 to 230 and m is from 0 to 20 and X is selected from the group consisting of N, O or S;

and any combination thereof.